**Overview and rationale**

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| **Indicator** | **19. Extent to which public information measures raise awareness about the importance of ICH and its safeguarding and promote understanding and mutual respect** | |
| **Assessment factors** | This indicator is assessed on the basis of four country-level factors monitored and reported by each State Party: | |
| * 1. Practitioners and bearers of ICH are acknowledged publicly, on an inclusive basis, through policies and programmes. | OD 105(d) |
| * 1. Public events concerning ICH, its importance and safeguarding, and the Convention, are organized for communities, groups and individuals, the general public, researchers, the media and other stakeholders. | OD 105(b) |
| * 1. Programmes for promotion and dissemination of good safeguarding practices are fostered and supported. | OD 106 |
| * 1. Public information on ICH promotes mutual respect and appreciation within and between communities and groups. | Article 14(a)(i) |
| **Relation with SDGs and other indicators** | **Sustainable Development Goals:** Like all of the indicators, the present indicator supports SDG Target 11.4, ‘strengthen efforts to protect and safeguard the world’s cultural and natural heritage.’  **Relation to other indicators:** The present indicator looks at the content and purposes of awareness-raising and public information measures and their impacts. It thereby complements Indicator 17, which concerns the active participation of communities, groups and individuals in such measures, as well as Indicator 18, which focuses on the role of mass communications media. Indicator 20, in contrast, is concerned with the manner in which it is carried out. Mutual respect and appreciation are also addressed in Indicators 15 and 16, in the contexts of community-based efforts and of safeguarding plans and programmes. The international exchange of information about good safeguarding practices figures into Indicator 24. | |
| **Rationale for action** | As was the case for Indicators 17 and 18, one of the Convention’s four purposes is ‘to raise awareness at the local, national and international levels of the importance of the intangible cultural heritage, and of ensuring mutual appreciation thereof’ (Article 1(c)). The focus here is on efforts at the local and national levels, whether undertaken directly by the State Party, by media organizations, or by other actors. The Operational Directives have identified priorities for such public information measures and principles for how best they should be carried out: inclusively, in a participatory manner, and with the aim of promoting mutual respect and appreciation. Special attention should be devoted to promoting good safeguarding practices, in the spirit of Article 19. | |
| **Key terms** | * Practitioners and bearers * Policies * Communities, groups or, in some cases, individuals * Stakeholders * Dissemination | |

**Specific guidance on monitoring and periodic reporting**

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| **Benefits of monitoring** | Monitoring can help to determine the extent to which public information measures are achieving their intended purposes and having their desired impacts. Monitoring can also alert a State to whether awareness-raising activities may inadvertently be overlooking the importance of practitioners and bearers or unintentionally be weakening mutual respect rather than promoting it. At the global level, monitoring can identify successful strategies for raising awareness and, if States are disseminating good safeguarding practices at the local and national level, such good practices can potentially serve as a source of inspiration for other countries. |
| **Data sources and collection** | As with Indicator 17, an important data source may be held by the responsible authorities in the field of information, communication and media. Those involved in monitoring and reporting can also report on measures and their impacts based upon their own experience. If the State has a consultative body or coordination mechanism, it may well include representatives actively involved in raising awareness who can provide supplementary information.  **Possible data sources**   * Publications, reports and collections of awareness-raising materials * Websites and reports of a Ministry of Information and/or Ministry of Communication * Websites, blogs, video logs and social media postings * Social media groups and communities |